

Opinionmeter

Capture Customer Feedback at their Point-of-Experience

The key to capturing the best understanding of a consumer's thinking and satisfaction regarding a product or business is to ask them at their point-of-experience – the place of their purchase decision or their experience with the business. Opinionmeter uses interactive survey technology to capture consumer survey insights at their point-of-experience – and transforms that data into actionable information. Whether the service or experience is at a physical location, or across the Internet. Anywhere. Any time.

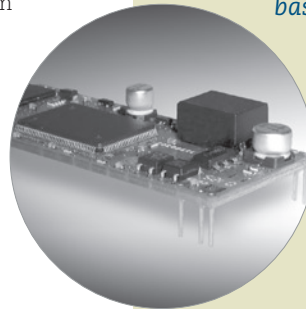
Opinionmeter has developed a battery-powered, portable mini-kiosk that can be placed wherever the customer's point-of-experience happens to be. To assure maximum flexibility for connecting to the Internet, Opinionmeter has selected the Multi-Tech Socket-Modem's Universal Socket Architecture to design into their mini-kiosk product.

The Opinionmeter System gathers large amounts of "primary response data" from wherever the experience occurs, analyzes it, and transforms that data into information it delivers to any authorized person anywhere in the world for meaningful actions. The system is quickly implemented, easy, convenient, and economical to use. The result is immediate, spontaneous data that is not aged or dated – it is ripe for meaningful business action, or for timely response to a just occurring negative action, such as bad service.

Being a web-enabled device, the Opinionmeter requires Internet connectivity regardless of the client environment. Whether it is the U.S. Military who prefers dial-up connectivity to avoid touching their network, or international clients who insist on wireless GSM connectivity, Opinionmeter has a solution to meet any connectivity requirement. "With the Multi-Tech Universal Socket Architecture, we are able to interchange dial-up, Bluetooth® wireless, or GSM/GPRS SocketModem modules within one product design," explains Morgan Strickland, President of Opinionmeter. "That, coupled with the fact that we needed a low-power modem for our battery powered Opinionmeter, made the SocketModem module the ideal plug and play platform that was ideally suited for our requirements," said Strickland.

The Opinionmeter mini-kiosk is remotely managed through the web-based SurveyManager application. This is a hosted application, providing everything you need to manage your onsite and online customer feedback programs. From survey design to interactive we reporting, all management tasks are accomplished through the SurveyManager's intuitive interface.

The Opinionmeter fits anywhere there is a need for opinion polling, market research and onsite customer satisfaction feedback. In addition to capturing point-of-experience customer feedback, it can be used for employee polling and training quizzes.



Universal Socket Connectivity

- Flexible comm-port architecture
- Interchangeable socket modules
- PSTN, ISDN, GSM/GPRS, CDMA, EDGE, Ethernet, or Bluetooth connectivity
- Cost-effective system design
- Easy migration to future designs

Opinionmeter International Corporation

is a leading provider of technology-based survey systems.

Opinionmeter's technology enables companies to improve their business performance by capturing real-time, on-demand customer satisfaction data at the

customer's Point-of-Experience (the moment they experience the product or service). All Opinionmeter hardware products are web-enabled and remotely managed through the web-based

SurveyManager application – an ASP model.



For more information contact:

Opinionmeter

Telephone: 888-OPMETER

Web: www.opinionmeter.com